



DIGITAL MARKETING

27TH - 28TH MAY 2019 ▼ SOFITEL SYDNEY WENTWORTH

**DRIVING CUSTOMER ENGAGEMENT
AND ROI THROUGH DIGITAL AND DATA
DRIVEN EXPERIENCES**

LEARN FROM DIGITAL MARKETING LEADERS INCLUDING:



SPLIT INTO TWO STREAMS:



Data Analytics
and Optimisation



Customer Engagement
and Experience



Connect With These Influencers

Leisa Bacon, Director of Marketing and Audience CM0 #50, **Australian Broadcasting Corporation**

Brent Hill, Executive Director of Marketing CM0#21, **South Australian Tourism Commission**

James Borg, Head of Digital Marketing, Institutional, **ANZ**

Larissa Azevedo, VP Product and Experience, **hipages**

Simon Clarke, Digital Activation Manager, **Suncorp**

Steven Hannan, General Manager – Marketing, **NBN Co Limited**

Kieran Clarke, Head Of Digital Engagement, **VicRoads**

John Chalmers, Director Marketing Communication, **University of Technology**

Tanya Brees, Senior Manager Internal Communications & Stakeholder Management, **NRMA Ltd**

Jarrold Price, Digital and Direct Marketing Team Manager, **RACQ**

DATA ANALYTICS AND OPTIMISATION

DIGITAL MARKETING DAY 1: 27TH MAY 2019

9:50 – 10:00 Chairperson's Opening Remarks

10:00 – 10:40

New Age Engagement: Delivering Your Brand Promise And Customer Experience Objectives Through Digital And Data Capabilities

In a changing digital landscape, it is increasingly important for organizations to find innovative ways to engage with consumers and deliver a consistent and valuable experience at every touch point. For traditional organizations, this must begin with ensuring that the entire organization is aligned and set up to deliver to that vision. This session with Leisa will act as a consumer and brand building strategy session and show you:

- A high level roadmap for change and evolution in a fragmenting industry
- How to integrate your organization's brand and purpose into your services and offerings=
- Leveraging human centered design to tailor a relevant digital strategy that serves consumer needs across different channels
- Utilization of data to improve services and their engagement levels

Leisa Bacon, Director of Audiences, Australian Broadcasting Corporation

10:40-11:20

Bringing Scale & Agility To Personalized Marketing Communications Through AI Capabilities and Cross-Channel Efficiencies

VicRoad's marketing function has led teams into the world of integrated digital communication. With over 12 years of experience in digital communications, Kieran will share his journey in managing the development of the digital strategy to improve customer acquisition, adoption and engagement. This is a challenging project in every respect, especially culturally, as there are great difficulties in gaining momentum to begin initiatives. This session will discuss:

- Cultural lessons through the marketing transformation journey to the cloud
- Leveraging powerful marketing automation tools for personalized communications across the customer journey
- Experimentations with AI and end-to-end CRO to bring personalized marketing at scale

Kieran Clarke, Head Of Digital Engagement, VicRoad

11:20-12:00

Supercharging Your Programmatic Stack To Deliver Scaled ROI On Digital Advertising

Ad-tech and programmatic stacks are becoming increasingly crucial in driving customer demand and outreach. With organizations having dispersing campaigns across multiple vendors, there is an aura of distrust and confusion around making the advertising strategy work. The South Australian Tourism Commission has developed extensive, targeted and trusted marketing campaigns to personalise and seamlessly connect with their audiences. This session will run you through:

- Bolstering your data and DMP platform capabilities to ensure relevant insights on your customers
- Addressing advertiser distrust around driving accountable and targeted advertising strategy
- Factors to look at before choosing your DSP provider
- Driving efficiency of spend and higher conversions by leveraging automation and personalization

Brent Hill, Executive Director of Marketing CM0#21, **South Australian Tourism Commission**

13:20-14:00

Panel Discussion: Driving Marketing Performance Visibility In The Digital Age To Boost ROI And Optimize Resources

A global market report finds that 67% of CMOs cannot measure ROI for their digital marketing activities. While the marketing mix continues to grow with more channels and technologies being used, the competency and strategy for the digital marketing age hasn't. As a result, organizations are finding it increasingly difficult to prove their ROI across so many channels that lack a clear path to the point of sale.

In this discussion our panelists will explore why this is the case and will drive conversations that address how we can bring end-to-end accountability and visibility of marketing activities right from lead generation to sales conversation:

- How do you handle the challenges of ROI to better review your marketing spend?
- Which marketing initiatives work and how can you determine the right KPIs?
- How can you continue to get buy-in for your marketing spend from the business?
- Imbibing the 'Sales' function into 'Marketing' for an end-to-end view of your marketing activities

Panelists:

James Borg, Head of Digital Marketing, Institutional, **ANZ**

Steven Hannan, General Manager – Marketing, **NBN Co Limited**

Jarrold Price, Digital and Direct Marketing Team Manager, **RACQ**

14:00-14:40

Measuring Digital Customer Interactions For Data Driven Insights That Optimize Digital Marketing ROI

Success of a digital marketing strategy is reliant on how quickly your business can leverage customer data to deliver actionable insights that can in turn, optimize digital marketing spend through personalization and effective targeting. Hear how the marketing teams have been equipped with quality insights that have created the successful personalization strategy for the business and helped improve revenue growth & customer satisfaction metrics:

- Important behavioral metrics to consider for the measurement of digital channel interactions
- How is quantifying & measuring digital customer behavior for quality insights
- Creating a single-view of the customer across multiple channels of interaction
- Enabling personalized communications with the right customer at the right place and time

Jarrold Price, Digital and Direct Marketing Team Manager, **RACQ**

14:40 Closing Remarks by Chairperson

14:50 End of Day 1

CUSTOMER ENGAGEMENT AND EXPERIENCE

DIGITAL MARKETING DAY 2: 28TH MAY

9:50 – 10:00 Chairperson's Opening Remarks

10:00 – 10:40

Shifting Marketing Focus to Digital Experience Activation To Deliver an Integrated Digital Marketing Ecosystem

With increasing demand from customers to use digital channels, so does having an approach to market and activate digital capabilities to staff and customers. Simon Clarke drives a newly created practice at Suncorp to instil test & learn frameworks to drive growth of digital fuelled behavioural and channel economic principles. He will discuss:

- Establishing cross-functional teams with shared vision and objectives to drive a unified digital activation strategy
- Overcoming obstacles to digital adoption and migration
- Modelling and collaboration to ensure digital experiences become a hook across broader product and brand marketing
- How to infuse new skills such as behavioural economics and enable “activation as a pro

Simon Clarke, Digital Activation Manager, **Suncorp**

10:40-11:20

Restructuring Traditional Marketing Siloes To Drive A Unified Martech Strategy That Improves Cross-Channel Marketing Efficiency

To ensure your organization is up for the challenge of driving ROI & engagement in the fiercely competitive digital ecosystem, the traditional image of marketing has to be shed from a bot-on function into one that is central to the digital strategy & the broader organizational vision. The marketing function undergoes a significant restructure across the technology capabilities & reporting structures to ensure a unified marketing & engagement drive across multiple channels across the online & offline spectrum. This session will provide insights into:

- Overhauling the siloed digital & marketing reporting lines to drive a unified customer engagement strategy
- Making data the main lever for personalized customer communications through a comprehensive, in-house DMP & programmatic desk
- Ensuring a coordinated roll-out of technologies & capabilities across large marketing department

Steven Hannan, General Manager – Marketing, NBN Co Limited

11:20-12:00

DEX (Digital Employee Experience): Using Digital Tools to Engage Frontline Employees to Deliver Better Customer Experiences

To deliver better customer experiences, engaged frontline employees are essential. How can your organization use digital tools internally to improve employee experience to create employee advocates for your new digital products and to deliver better customer experiences. When the NRMA launch a new app last year, there was an extensive employee engagement component that is still ongoing and is a key factor in the success of the product.

- ☐ Creating an online community for frontline employees to have a voice and share customer pain points, ideation and problem solving

- Involving employees in testing a new app
- How to Build digital capability internally
- Mobilising employee advocates

Tanya Brees, Senior Manager Internal Communications & Stakeholder Management, **NRMA Ltd**

12:00-12:40

Panel Discussion: How Much Is Too Much? Managing The Thin Line Between Engagement And Annoyance In A Competitive Digital Landscape

While organizations are driving digital marketing strategies that are aimed to drive personalized communications across the various channels of customer interaction, there is the looming risk of this evolving from an engagement driver to a source of resentment within the customer. In today's socially interconnected environment, a slip up could mean a significant detrimental impact to brand value. Adding to this is the growing negative perceptions around digital marketing agencies & the lack of transparency they bring to the marketing equation of an organization. This panel will tackle this scenario head-on by addressing discussions around:

- Ensuring your personalization and engagement strategy does not evolve into a source of annoyance for the customer
- Preventing customer dissent from going 'viral' and hurting brand value
- Addressing the negativity around media agencies and digital marketing & how can be mobilized to drive business value

Panelists:

John Chalmers, Director Marketing Communication, **University of Technology**

Tanya Brees, Senior Manager Internal Communications & Stakeholder Management, **NRMA Ltd**

Larissa Azevedo, VP Product and Experience, **hipages**

12:40-13:20

Embedding Machine Learning and Behaviour Science into our Digital Experiences

In the ever-evolving Digital World, machine learning is significantly changing the way we approach design and digital experiences. Through Behaviour Sciences, we are gaining better understanding of how we, as humans, are bounded by some shared similarities (limited cognitive bandwidth, prone to inertia, social beings, and present-biased) which influence how we make decisions. Join Larissa in this session to discuss how we can improve prediction and personalization through design practices that harvest big data and can improve experiences.

- Explore the interception of Machine Learning, Behavioural Sciences and Design as the new frontier for Designers
- Discussing how Design practice is changing through collaboration with data scientists to harvest the potential of big data and using it to improve experiences through prediction and personalisation
- Looking into frameworks that help customers make considered financial decisions improve their Financial Wellbeing
- Analyze process enhancements, and frameworks that are guiding our practise changes and the future of digital marketing with new design practices

Larissa Azevedo, VP Product and Experience, **hipages**

14:00 Closing Remarks by Chairperson

14:10 End of Digital Marketing On-Floor Event



DIGITAL MARKETING

DATE:
27TH - 28TH MAY 2019
 VENUE:
SOFITEL SYDNEY WENTWORTH

DRIVING CUSTOMER ENGAGEMENT AND ROI THROUGH DIGITAL AND DATA DRIVEN EXPERIENCES

PACKAGE DETAILS

Agenda	Price	Package
Conference Day 1 (27th May 2019)	\$100 + GST = \$110	1
Conference Day 2 (28th May 2019)	\$100 + GST = \$110	2
2 Day Combo	\$150 + GST = \$165	3

ATTENDEE DETAILS

Company:

Address:

#	DELEGATE NAME	JOB TITLE	PHONE	EMAIL	PACKAGE # ABOVE
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
				TOTAL AMOUNT \$	

PAYMENT INFORMATION

Credit Card Name		Expiration Date	
Card Number		Card Type	

Please submit your registration form to: registration@iqpc.com.au

This event is not available for vendors or solutions providers

- A credit card surcharge of 1.5% will be added to all payments made by credit card.
- This event does not apply to vendors/solutions providers. IQPC reserves the right to determine who is a vendor.
- This event is subject to availability
- Upfront payment required when registering

By submitting this form, you agree that the information provided is complete and correct and you understand and accept the terms and conditions that make up this agreement (below). With offices in 12 countries over 6 continents, IQPC is the world's leading provider of strategic business intelligence delivered through senior-level, networking conferences. Together with our sister company, WBR, we have educated and trained over two million executives at over 40,000 conferences and training courses worldwide since 1973.

CANCELLATION AND POSTPONEMENT POLICY

IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another IQPC conference for up to one year from the date of issuance and a 10% service fee will apply. For cancellations received less than seven (7) days prior to the event no credits will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to a future IQPC event and will be valid for up to one year from the date of issuance. Where IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future IQPC event and will be valid for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. IQPC is not responsible for any loss or damage as a result of a substitution, alteration, cancellation or postponement of an event. Nor will any liability attach to IQPC if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For the purposes of this clause, a fortuitous event shall include, but shall not be limited to, an Act of God, governmental restrictions and/or regulations, war or apparent act of war, terrorism or apparent act of terrorism, disaster, civil disorder, disturbance, and/or riots, curtailment, suspension, and/or restriction on transportation facilities/means of transportation, or any other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topic if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.